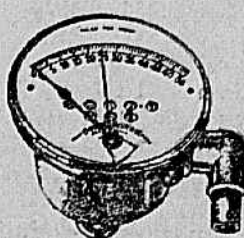


THIS IS STANDARD EQUIPMENT

YOU will never know the real pleasures in motoring until your car carries Standard Equipment. These famous accessories make the perfect car. They are the essential factors that eliminate danger—that develop speed—that insure economy and comfort. Of course, Mr. Motorist, you understand a great deal about automobiles. You know the various makes, their mechanism, their good traits and their bad—especially your own car. But remember this, you don't know ALL about automobiles until you study the Standard Equipment. For example, you know motors—you perhaps can take your engine apart and put it together again, but—have you ever seen the inside of a speedometer or a coil? Now that's what we're here for—to “show you” Standard Equipment in every detail, most of it in action and we want you Mr. Motorist, to stop in and see this show to-day or to-morrow. Let us explain the little things—the fine points about speedometers, anti-skid chains, lubrication, ignition, horns, etc. You will not be obliged to purchase—that's not what we're here for, but we DO WANT you to realize the great importance of perfect equipment—of Standard Equipment so we've come to your city to demonstrate in a practical way everything there is to know about motor accessories. Lots of your friends will be there—won't you join the crowd? In any event see our Motor Accessories Show. Let us explain in detail the full satisfaction to be had from Standard Equipment—for sale by all first class dealers and supply men.

“Geared to the Truth”

JONES SPEEDOMETER



Is 20 miles an hour on your speedometer always 20? The Jones Speedometer has a Direct Drive. The hand of the Jones Speedometer feels the road—feels the speed—measures it mechanically. The Jones hand is connected with the road by a metal-to-metal, shaft-and-gear connection. The Jones Speedometer is the only speedometer that is mechanically “Geared to the Truth.” In all other speedometers direct transmission is broken. The hand feels no gripping speed connection. There is a gap. The feeble pull of a magnet or the pressure of air tries to bridge the gap. Across the gap there is only the feeble drag of a hairspring. Hairsprings and air vary with the temperature and altitude. Twenty miles an hour drops to seventeen. Direct drive never weakens, never varies.

The Jones is the Pioneer—it has always led the entire field. It possesses exclusive patented features not found in any other speedometer. Do not accept an imitation of the Jones. Don't pay good money for an inaccurate speed indicator that is still in the experimental stage. Buy the instrument that is up-to-the-minute, that has all necessary refinements, that costs no more than the imitation—buy the Jones, the Peer of them all. See the Jones Live-Map Meter at the Show—the most remarkable touring necessity ever devised.

JONES SPEEDOMETER prices range from \$25.00 to \$85.00. Combination Sets from \$60.00 to \$130.00.

NON-FLUID OILS

The use of Non-Fluid Oils for lubricating transmission and bearings is an insurance policy against wear. Your gears will last longer and work better if you use Non-Fluid Oils. This is a positive, proven fact. There is no doubt about it. Here's the proof:—In a recent test by the Sharp Arrow Auto Company a car lubricated with Non-Fluid Oils ran 20,000 miles without showing any sign of wear in the transmission and bearings. Can you beat that? Can you or any other motorist ask for a greater test? Just think. 20,000 miles means about five years' average service. Is your car insured against wear for five years to come? Buy Non-Fluid Oils. Use them; note the difference in the action of your car. Non-Fluid Oil is cheaper than a new set of gears—and besides it won't run away. Once it's inside the gear case it's there to stay—no dripping or spattering. Gears wear out quickly if not properly lubricated. Non-Fluid Oil will wear out eventually, but in the meantime it has provided for your gears the best possible lubrication. It contains no harmful ingredients. It won't thicken. It won't thin out. Ordinary grease won't do—can't do for you what Non-Fluid Oil accomplishes without effort. Because of its lasting qualities it is by far the most economical lubrication on the market. If you've never tried it you ought to. At any rate come and see the “wheels go round” at our Exhibition. It will prove to you just why the other fellow keeps ahead on the road—he uses Non-Fluid—most every one does.

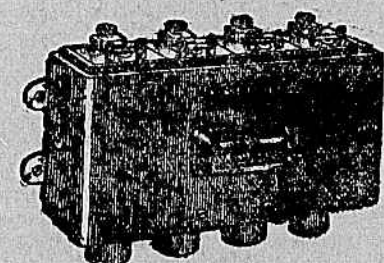


Get the orange colored can bearing our trademark.

PRICES: 5 lbs., \$1.25; 10 lbs., \$2.00; 20 lbs., \$3.50.

CONNECTICUT

IGNITION SPECIALTIES



You can get everything for ignition if you ask for “Connecticut.” We make the famous Connecticut Automobile Coils, Terminals, Timers, Current Indicators, Distributors, Marine Coils, Motorcycle Coils, Steering Wheel Switches, Volt-Ammeters, and—here's the good news—we have now completed the finest magneto ever devised, and a shock absorber that will demonstrate its superiority over everything else on the market. We want to prove that this new Connecticut Magneto has no equal. Like all Connecticut products, it contains the finest material and workmanship. Its design, we know, cannot be improved. We've put it through every possible test, and it has done more than we asked. It's just exactly what you want.

CONNECTICUT TYPE X COIL. “You make this coil too good,” said a prominent car manufacturer of our new type X Dash Coil. It's a beauty! Just what you want for your car. Good enough for the best, yet reasonable in price. Connecticut type X has been produced for the purpose of filling the requirements for a less expensive coil than our standard make, more particularly where coils are used as a secondary system for starting or emergency purposes, depending upon a magneto for the primary ignition. It is made in the very best possible manner, but is considerably smaller than our standard coil. We will guarantee it superior to any other make of coil. It is built on the unit principle, with removable units, as shown, and is fitted with either type “L,” type “P,” or magneto switch, as desired.

All orders that we take during the progress of this show, will be placed through your dealer, whether we are demonstrating at his garage or not. Don't Fail to See This Show, Now Going On at

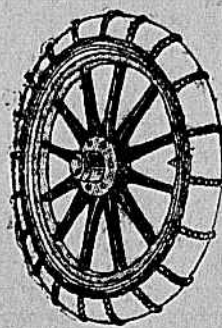
“Standard Equipment”
and “Cars of Character”

GORDON MOTOR COMPANY, Inc.,

RICHMOND,
VIRGINIA.

WEED ANTI-SKID CHAINS

Buy a set of Weed Chains to-day. You will need them—in fact, you simply cannot do without Weed Anti-Skid Chains. They're “as necessary as gasoline.” Weed Chains eliminate danger—make motoring safe. Everybody uses them because it's impossible to tour over muddy roads, snow-covered roads, slippery or “greasy” asphalt and wet pavements without Weed Chains. They positively prevent skidding—and skidding causes nine-tenths of motoring accidents.



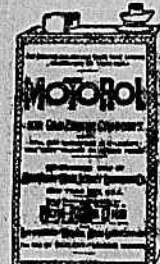
The Cross Chains do the actual work and receive the wear. The new hardened Weed Cross Chains will give two to three times the wear formerly secured. All Weed Cross Chains are electrically welded by a new process used exclusively by us. This process insures homogeneous construction. The metal is practically one continuous piece—impossible to secure in hand-welded chains. Weed Cross Chains are specially hardened—our process of hardening lengthens the life of the Cross Chains, thereby enabling them to outlast and outwear other so-called anti-skidding devices.

REMEMBER: There are fraudulent imitations of Weed Chains. The genuine, the standard, are Brass Plated and have the word “Weed” stamped on the hooks. Do not accept worthless and infringing substitutes. Insist upon getting Weed Chains with Brass Plated Cross Chains. Sizes to fit all standard tires.

Prices range from \$5.00 to \$11.00 per Pair.

MoToRoL

Two and one-half gallons of MoToRoL perfectly lubricated a Locomobile in a recent run of 2,600 miles. The cylinders were found in excellent condition at the end of the run. That's 130 miles to the pint. Can you get that much service out of the oil you are using? All we ask is a trial. Just use MoToRoL once. You'll never be satisfied with anything else. Remember—everything depends on the quality of your cylinder oil. Poor, cheap and inferior lubricants will ruin the best engine ever built. Don't take chances. Use MoToRoL—the orange colored can with the engines on it. Of course, you use Non-Fluid Oils—therefore you ought to use MoToRoL—made by the same people and equally as good. Try MoToRoL at our suggestion. Prove to your own satisfaction that it is positively the best oil on the market. It is used by all motorists who prefer the best—who value their engines—who want economy, and if a pint of MoToRoL will run a car 130 miles it demonstrates beyond the shadow of a doubt that it is far away superior to any other cylinder lubricant in the market—certainly the most economical. Do not accept anything else.



Get the orange colored can with the engines on it.

PRICES: 1-gal. can, 75c.; 5-gal. can, \$3.25.

SOOT-PROOF SPARK PLUG

A rain-proof coat doesn't stop the rain, but it keeps it away from your clothes. Soot-Proof Spark Plugs don't prevent the accumulation of soot, but they put the soot where it can't and won't do any harm. No other plug does this. Every other plug short-circuits the current and stops your engine. You can't short-circuit a Soot-Proof. When we say this plug is the best ever conceived or produced, we are prepared to prove it. If you will call at the United Manufacturers' accessory show, we will “show you” just why it is best. We will explain the construction and design, and prove to your full satisfaction that it is simply impossible for this plug to short-circuit. Buy a set of Soot-Proof Plugs to-day. Put 'em in your cylinders—test them and be convinced. The Soot-Proof has been standard since 1902. Since then dozens of spark plugs have been put on the market, but not one has equalled the Soot-Proof. Don't leave the Show without seeing these remarkable plugs. Don't leave your garage without them in your cylinders. Learn to leave the plug troubles at home.



MEZGER AUTOMATIC WINDSHIELD

Up or Down With One Hand Without Slackening Speed

No screws to tinker with. You simply lift it up and it locks in an instant. A slight pull with one hand puts it down against the bumpers, where it rests—firm, noiseless. It is always ready and always works.

The Mezger Automatic is made of finest polished French plate glass and brass tubing. The glass rests against heavy piano felt inside a bronze channel—free from the vibrating and jolting of the car.

The name “Mezger Automatic” is on every Automatic Windshield. 41 inch—\$25; 44 inch—\$27.50; at all first-class dealers. Illustrated Descriptive Booklet Mailed on Request, if you can't come to the show.

